

Toronto Star launches new mobile site specifically built for iPhone™ users

Thestar.com iPhone mobile site (www.thestar.com/iphone) provides Toronto Star content in an easy to use format that leverages the rich multimedia features of the iPhone.

Toronto, ON, July 14, 2008 – Thestar.com (www.thestar.com) announced today that it has launched a new mobile website (www.thestar.com/iphone) dedicated specifically to the iPhone. iPhone users are now able to browse thestar.com content, read stories and view photos quickly and easily in an environment that is optimized for their iPhone browser.

“thestar.com iPhone mobile site is another terrific example of how the Toronto Star continues to innovate online,” says Judy Sims, Vice President, Digital, Star Media Group. “We’re very excited about the launch of the iPhone in Canada and are thrilled to be able to offer our online content in a very engaging and optimized format that maximizes the rich multimedia features of the iPhone.”

iPhone users can either go directly to www.thestar.com/iphone, or access the site by touching the red iPhone graphic on the top right of the homepage of www.thestar.com. iPhone users also have the option of viewing thestar.com on the current mobile platform.

Thestar.com is owned and operated by Star Media Group and is built on the TOPS 2.0 platform.

About Star Media Group and thestar.com

Star Media Group is broadly based with interests in print, digital and broadcast media, led by its flagship property, the Toronto Star, Canada’s largest newspaper, which is read in print and online (www.thestar.com) by 2.9 million readers every week. In addition, Star Media Group includes toronto.com, Torstar Syndication Services, Shop TV, [Eye Weekly](#), [Sway Magazine](#), [Real Estate News](#), [Desi Life](#) and [The Canadian Immigrant](#). Star Media Group also includes the jointly owned Metro free daily newspapers in Toronto, Ottawa, Vancouver, Calgary, Edmonton and Halifax, and the Chinese language newspaper [Sing Tao](#). Star Media Group is a division of Toronto Star Newspapers Limited, which is a subsidiary of [Torstar Corporation](#).

For more information, please contact:
Lara Skripitsky, Director of Marketing, Torstar Digital
416.596.4512
<mailto:lskripitsky@torstardigital.com>

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